



WDIV

ORDER

Print Date 10/22/12

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Flight Dates **10/22/12-10/30/12**

Contract / Revision **262654 /**
Original Date / Revision
 10/22/12 10/22/12
Advertiser **POL/Hoekstra, P/R/SEN/MI**

Agency **Brabender Cox**
Buying Contact

**1218 Grandview Ave
 1st Floor
 Pittsburgh, PA 15211**

Primary Account Executive
 Nick Welte

Account Executive	Order%	Start Date	End Date
Nick Welte	100%		

Product
HOEKSTRA 4 SENATE
Agency Com 15%
Billing Contact
**1218 Grandview Ave
 1st Floor
 Pittsburgh, PA 15211**

Sales Office PHI
Sales Region NAT
Agency Ref

Order Sep 00:15:00
Estimate #
Alt Order # **06386939**
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes AGY POL CAND
Product Codes PL-State-Republican
Priority P-2
Advertiser Ref

Order Share 100% Market Value 69925

Competing Station	% of Order	Amount
CABLE	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WWJ	%	0
WXYZ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	35	\$41,458.75	\$48,775.00	0.00	10/01/12	10/28/12	35	\$41,458.75	\$48,775.00
November 2012	16	\$17,977.50	\$21,150.00	0.00	10/29/12	10/30/12	16	\$17,977.50	\$21,150.00
Totals	51	\$59,436.25	\$69,925.00	0.00					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WDIV	10/23/12	10/26/12	7-9am Today Show M-FCM	8-9a	(8:00 AM-9:00 AM)	- 1- 11- -	:30	3	\$1,350.00	P-2	0.00	NM	3	\$4,050.00
				Today Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- 1- 11- -	3		\$1,350.00		0.00						
2	WDIV	10/29/12	10/30/12	7-9am Today Show M-FCM	8-9a	(8:00 AM-9:00 AM)	11- - - - -	:30	2	\$1,350.00	P-2	0.00	NM	2	\$2,700.00
				Today Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	11- - - - -	2		\$1,350.00		0.00						
3	WDIV	10/23/12	10/26/12	Today III 11-12n M-F	CM	11A-12N Today III	- 1- 11- -	:30	3	\$375.00	P-2	0.00	NM	3	\$1,125.00
				Today III											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- 1- 11- -	3		\$375.00		0.00						
4	WDIV	10/29/12	10/30/12	Today III 11-12n M-F	CM	11A-12N Today III	11- - - - -	:30	2	\$375.00	P-2	0.00	NM	2	\$750.00
				Today III											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	11- - - - -	2		\$375.00		0.00						



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Contract / Revision **262654** Flight Dates **10/22/12-10/30/12**

Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:15:00

Advertiser **POL/Hoekstra, P/R/SEN/MI** Product **HOEKSTRA 4 SENATE**

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
5	WDIV	10/23/12	10/25/12	Noon News 12-1230p M-F Noon News 12-1230p	M-F	12N-1230P	- 111 - - -	:30	3	\$850.00	P-2	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 111 - - -					3	\$850.00		0.00			
6	WDIV	10/29/12	10/30/12	Noon Nws 12-1p 10/29-CM Noon News 10/29-11/6	M-F	12-1p	11 - - - - -	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11 - - - - -					2	\$850.00		0.00			
7	WDIV	10/24/12	10/26/12	Jeopardy 1230-1p M-F CM Jeopardy 1230P-1P	M-F	1230P-1P	- - 1 - 1 - -	:30	2	\$475.00	P-2	0.00	NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - 1 - 1 - -					2	\$475.00		0.00			
9	WDIV	10/23/12	10/26/12	M-F Local News @ 4pm CM M-F Local News @ 4pm	M-F	4p-430pm	- 1 - 11 - -	:30	3	\$850.00	P-2	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 1 - 11 - -					3	\$850.00		0.00			
10	WDIV	10/29/12	10/30/12	M-F Local News @ 4pm CM M-F Local News @ 4pm	M-F	4p-430pm	11 - - - - -	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11 - - - - -					2	\$850.00		0.00			
13	WDIV	10/24/12	10/25/12	5-6pm Local 4 News M-F CM M-F Local 4 News 5-6pm	M-F	5P-530P (5:00 PM-5:30 PM)	- - 11 - - -	:30	2	\$1,300.00	P-2	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - 11 - - -					2	\$1,300.00		0.00			
14	WDIV	10/29/12	10/30/12	5-6pm Local 4 News M-F CM M-F Local 4 News 5-6pm	M-F	5P-530P (5:00 PM-5:30 PM)	11 - - - - -	:30	2	\$1,300.00	P-2	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11 - - - - -					2	\$1,300.00		0.00			
15	WDIV	10/23/12	10/26/12	5-6pm Local 4 News M-F CM M-F Local 4 News 5-6pm	M-F	530P-6P (5:30 PM-6:00 PM)	- 1111 - -	:30	4	\$1,350.00	P-2	0.00	NM	4	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 1111 - -					4	\$1,350.00		0.00			
16	WDIV	10/29/12	10/30/12	5-6pm Local 4 News M-F CM M-F Local 4 News 5-6pm	M-F	5P-6P (5:30 PM-6:00 PM)	11 - - - - -	:30	2	\$1,350.00	P-2	0.00	NM	2	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11 - - - - -					2	\$1,350.00		0.00			
17	WDIV	10/23/12	10/26/12	6-630pm Local 4 News M-F CM M-F Local 4 News 6-630p	M-F	6P-630P	- 1111 - -	:30	4	\$1,600.00	P-2	0.00	NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- 1111 - -					4	\$1,600.00		0.00			
18	WDIV	10/29/12	10/30/12	6-630pm Local 4 News M-F CM M-F Local 4 News 6-630p	M-F	6P-630P	11 - - - - -	:30	2	\$1,600.00	P-2	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11 - - - - -					2	\$1,600.00		0.00			
19	WDIV	10/22/12	10/26/12	M-F Local 4 News @ 11p CM 11-1135P Late News	M-F	11P-1135P	11111 - -	:30	5	\$2,900.00	P-2	0.00	NM	5	\$14,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	11111 - -					5	\$2,900.00		0.00			
20	WDIV	10/29/12	10/30/12	M-F Local 4 News @ 11p CM 11-1135P Late News	M-F	11P-1135P	11 - - - - -	:30	2	\$2,900.00	P-2	0.00	NM	2	\$5,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Order Sep 00:15:00

Advertiser **POL/Hoekstra, P/R/SEN/MI** Product **HOEKSTRA 4 SENATE**

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
20	WDIV	10/29/12	10/30/12	M-F Local 4 News @11p 11-1135P Late News	CM	11P-1135P	11-----	:30	2	\$2,900.00	P-2	0.00	NM	2	\$5,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11-----					2	\$2,900.00		0.00			
21	WDIV	10/24/12	10/24/12	Wednesday 9-10p Law & Order: Special Vict	CM	9-10PM	--1----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--1----					1	\$3,000.00		0.00			
22	WDIV	10/26/12	10/26/12	Friday 10-11p Dateline NBC	CM	10-11PM	----1--	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----1--					1	\$2,500.00		0.00			
23	WDIV	10/27/12	10/27/12	Sat 6-8am Loc News Sat 6-8am/Local 4 News	CM	7-8am (7:00 AM-8:00 AM)	-----1-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1-					1	\$600.00		0.00			
24	WDIV	10/27/12	10/27/12	Sat 6-7p Local News 10/2 Sat 6-7p Local News 10/2	CM	6-7p	-----1-	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1-					1	\$1,100.00		0.00			
25	WDIV	10/27/12	10/27/12	Saturday 10-11p Law & Order: Special Vict	CM	10-11PM	-----1-	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1-					1	\$900.00		0.00			
26	WDIV	10/28/12	10/28/12	Sun 8-9am Loc News Sun Local News 8-9am	CM	Sun 8-9am	-----1	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1					1	\$550.00		0.00			
													Totals	51	\$69,925.00